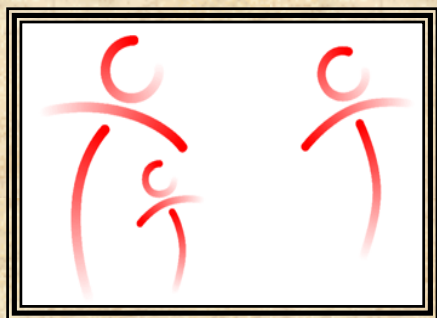


# Community Engagement: Culturally & Linguistically Competent Approaches



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May 20, 2004

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University Center for Excellence in  
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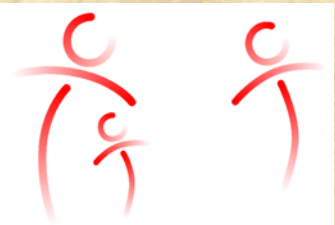
# Principles of Culturally & Linguistically Competent Community Engagement

- Cultural competence extends the concept of self-determination to the community.\*
- Cultural competence involves working in conjunction with natural, informal support and helping networks within culturally diverse communities.
  - neighborhood, civic, and advocacy associations
  - local & neighborhood merchants and alliance groups
  - ethnic, social, and religious organizations
  - spiritual leaders and healers

Goode & Brown . 1997

\* Cross, Bazron, Dennis & Isaacs, 1989

Slide Source: The National Center for Cultural Competence, 2004





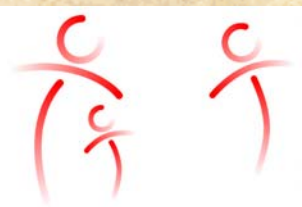
# Principles of Culturally & Linguistically Competent Community Engagement

- Communities members are full partners in decision-making.
- Communities should benefit economically from collaboration.
- Community engagement should result in the reciprocal transfer of knowledge and skills between all collaborators and partners.

Goode & Brown . 1997

• Cross, Bazron, Dennis & Isaacs, 1989

**Slide Source: The National Center for Cultural Competence, 2004**



# Successful Community Engagement

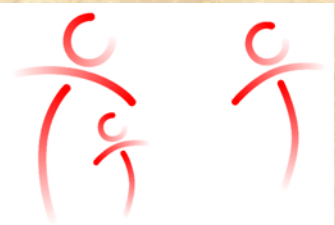
*Will require that organizations understand:*

- their own organizational culture, and the cultures of their personnel.
- the diverse cultures represented within the communities they serve.
- the social, political, and economic climates of communities within a cultural context.
- the inherent ability of communities to recognize their own problems, including the health of its members, and intervene appropriately on their own behalf.

Goode & Brown . 1997

• Cross, Bazron, Dennis & Isaacs, 1989

**Slide Source: The National Center for Cultural Competence, 2004**





# Cultural & Linguistic Competence in Community Engagement ...

*Does the organization have ...*

- ◆ a mission that values communities as essential allies in achieving overall goals?
- ◆ policy and structures that delineate community and consumer participation in planning, implementing, and evaluating the delivery of services and supports?
- ◆ policy that facilitates employment and the exchange of goods and services from local communities?
- ◆ policy and structures that provide a mechanism for the provision of fiscal resources and in-kind contributions to community partners, agencies, and organizations?
- ◆ position descriptions and personnel performance measures that include areas of knowledge and skill sets related to community engagement?



Source: Engaging Communities to Realize the Vision of 100% Access & Health Disparities: A Culturally Competent Approach, NCCC, Spring 2001.

Slide Source: The National Center for Cultural Competence, 2004



# Cultural & Linguistic Competence in Community Engagement ...

*Does the organization have:*

- ◆ policy, structures, and resources for inservice training, continuing education, and professional development that increase capacity for collaboration and partnerships within culturally and linguistically diverse communities?
- ◆ policy that supports the use of diverse communication modalities and technologies for sharing information with communities?
- ◆ policy and structures to review periodically current and emergent demographic trends to:
  - determine whether community partners are representative of the diverse population in geographic or service?
  - identify new collaborators and potential opportunities for community engagement
- ◆ policy, structures, and resources to support community engagement in languages other than English?



Source: Engaging Communities to Realize the Vision of 100% Access & Health Disparities: A Culturally Competent Approach, NCCC, Spring 2001.

Slide Source: The National Center for Cultural Competence, 2004





# Cultural Brokering:

## An effective approach to community engagement

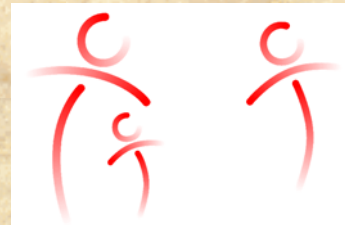


# Concept of Cultural Brokering

The act of bridging, linking or mediating between groups or persons of different cultural backgrounds for the purpose of reducing conflict or producing change (Jezewski, 1990).

Source: *Bridging the Cultural Divide: Health Care Settings: The Essential Role of Cultural Broker Programs*, NCCC, 2004

Slide Source: National Center for Cultural Competence, 2004





# Definitions of Cultural Brokering

a health care intervention through which the professional increasingly uses cultural and health science knowledge and skills to negotiate with the client and the health care system for an effective beneficial health care plan (Wenger, 1995).

Source: *Bridging the Cultural Divide: Health Care Settings: The Essential Role of Cultural Broker Programs*, NCCC, 2004

Slide Source: National Center for Cultural Competence, 2004

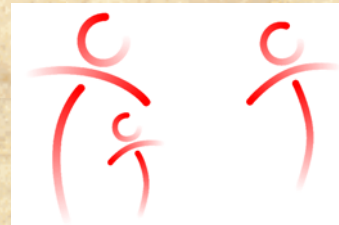


# Definition of Cultural Broker

a go-between,  
one who advocates on behalf  
of another individual or group  
(Jezewski & Sotnik, 2001).

Source: *Bridging the Cultural Divide: Health Care Settings: The Essential Role of Cultural Broker Programs*, NCCC, 2004

Slide Source: National Center for Cultural Competence, 2004





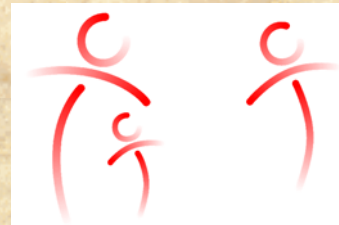
# Who is the cultural broker?

- liaison
- cultural guide
- mediator
- catalyst for change



Source: *Bridging the Cultural Divide: Health Care Settings: The Essential Role of Cultural Broker Programs*, NCCC, 2004

Slide Source: National Center for Cultural Competence, 2004

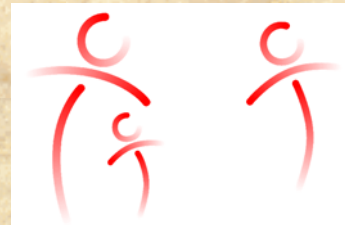


# Characteristics & Attributes of a Cultural Broker

- trust & respect of the community
- knowledge of values, beliefs & health and mental health practices of cultural groups
- understanding of traditional & indigenous wellness and healing networks in diverse communities
- experience navigating health and mental health care delivery & support systems

Adapted from: *Bridging the Cultural Divide: Health Care Settings: The Essential Role of Cultural Broker Programs*, NCCC, 2004

Slide Source: National Center for Cultural Competence, 2004





# Who can fulfill the role of cultural broker?

Cultural brokers may be any of the following:

- social worker
- interpreter
- health educator
- board member
- program support personnel
- healer & spiritualist



Source: *Bridging the Cultural Divide: Health Care Settings: The Essential Role of Cultural Broker Programs*, NCCC, 2004

Slide Source: National Center for Cultural Competence, 2004



# Who can fulfill the role of cultural broker?

Cultural brokers may be any of the following:

- youth
- outreach & lay health worker
- peer mentor
- advocate
- community member
- administrator
- nurse, physician, or other health or mental health care provider



Adapted from: "Bridging the Cultural Divide: Health Care Settings: The Essential Role of Cultural Broker Programs, NCCC, 2004

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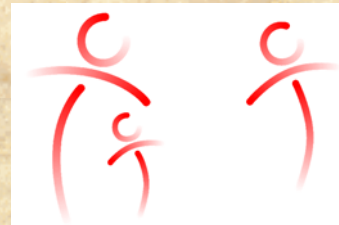
# Guiding Principles for Cultural Broker Programs

## *Cultural brokering ...*

- honors & respects cultural differences within communities
- is community-driven
- is provided in a safe, non-judgmental and confidential manner
- involves service delivery that is accessible & tailored to communities served
- acknowledges reciprocity & transfer of assets between community and health and mental health care settings

Source: *Bridging the Cultural Divide: Health Care Settings: The Essential Role of Cultural Broker Programs*, NCCC, 2004

Slide Source: National Center for Cultural Competence, 2004



# Knowledge, Skills & Awareness for Cultural Brokers

## AWARENESS

- own cultural identify
- cultural identify of members of diverse communities
- social political & economic factors affecting diverse communities

Source: *Bridging the Cultural Divide: Health Care Settings: The Essential Role of Cultural Broker Programs*, NCCC, 2004

Slide Source: National Center for Cultural Competence, 2004





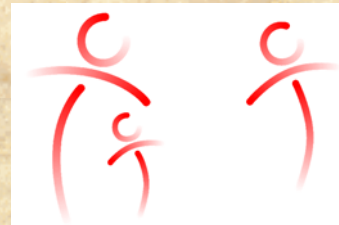
# Knowledge, Skills & Awareness for Cultural Brokers

## KNOWLEDGE

- values, beliefs & practices related to illness, health, mental health & well-being of cultural groups
- traditional or indigenous health and mental health care networks within diverse communities
- medical, health care and mental health care systems

Adapted from: *Bridging the Cultural Divide: Health Care Settings: The Essential Role of Cultural Broker Programs*, NCCC, 2004

Slide Source: National Center for Cultural Competence, 2004



# Knowledge, Skills & Awareness for Cultural Brokers

## SKILLS

- communicate in cross-cultural context
- communicate in 2 or more languages
- interpret and/or translate information
- advocate with & on behalf of children, youth & families
- negotiate health, mental health & other service delivery systems
- mediate & manage conflict

Adapted from: *Bridging the Cultural Divide: Health Care Settings: The Essential Role of Cultural Broker Programs*, NCCC, 2004

Slide Source: National Center for Cultural Competence, 2004

